



WXYZ

ORDER

Print Date 09/24/12 Page 1 of 2

Flight Dates 10/09/12-11/06/12

WXYZ DETROIT		<u>Product</u>	<u>Estimate #</u>	2718
<u>Contract / Revision</u>	311835 /	Americans for Job Security	<u>Alt Order #</u>	
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
09/20/12	09/20/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Americans for Job Security	7669 Stagers Loop Delaware, OH 43015	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Strategic Media Placement		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Demographic</u>	A25-54
7669 Stagers Loop Delaware, OH 43015		<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL ISS
		Agency Ref	<u>Product Codes</u>	PL
			<u>Priority</u>	FX
			<u>Advertiser Ref</u>	

Primary Account Executive

www.yourteam.com
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$112,710.00	\$132,600.00	0.00	10/01/12	10/28/12	62	\$112,710.00	\$132,600.00
November 2012	33	\$57,545.00	\$67,700.00	0.00	10/29/12	11/06/12	33	\$57,545.00	\$67,700.00
Totals	95	\$170,255.00	\$200,300.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$112,710.00	\$132,600.00	0.00	10/01/12	10/28/12	62	\$112,710.00	\$132,600.00
November 2012	33	\$57,545.00	\$67,700.00	0.00	10/29/12	11/06/12	33	\$57,545.00	\$67,700.00
Totals	95	\$170,255.00	\$200,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	WXYZ	10/09/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$1,500.00	FX	0.00	NM	18	\$27,000.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week: 10/08/12	10/14/12		- TWTF--		3	\$1,500.00	0.00							
	Week: 10/15/12	10/21/12		MTWTF--		4	\$1,500.00	0.00							
	Week: 10/22/12	10/28/12		MTWTF--		4	\$1,500.00	0.00							
	Week: 10/29/12	11/04/12		MTWTF--		5	\$1,500.00	0.00							
	Week: 11/05/12	11/11/12		MT-----		2	\$1,500.00	0.00							
N 2	WXYZ	10/09/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$1,600.00	FX	0.00	NM	16	\$25,600.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 09/24/12

Page 2 of 2

Contract / Revision**311835**Flight Dates **10/09/12-11/06/12**Hiatus DatesOriginal Date / Revision 09/20/12 / 09/20/12Order Sep 00:20:00Advertiser **Americans for Job Security** Product **Americans for Job Security** Estimate # **2718**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 2	WXYZ	10/09/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$1,600.00	FX	0.00	NM	16	\$25,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$1,600.00	0.00										
Week: 10/15/12	10/21/12	MTWTF--	3	\$1,600.00	0.00										
Week: 10/22/12	10/28/12	MTWTF--	4	\$1,600.00	0.00										
Week: 10/29/12	11/04/12	MTWTF--	4	\$1,600.00	0.00										
Week: 11/05/12	11/11/12	MT-----	2	\$1,600.00	0.00										
N 3	WXYZ	10/09/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00	NM	14	\$28,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$2,000.00	0.00										
Week: 10/15/12	10/21/12	MTWTF--	3	\$2,000.00	0.00										
Week: 10/22/12	10/28/12	MTWTF--	3	\$2,000.00	0.00										
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,000.00	0.00										
Week: 11/05/12	11/11/12	M-----	2	\$2,000.00	0.00										
N 4	WXYZ	10/09/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00	NM	14	\$28,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$2,000.00	0.00										
Week: 10/15/12	10/21/12	MTWTF--	3	\$2,000.00	0.00										
Week: 10/22/12	10/28/12	MTWTF--	3	\$2,000.00	0.00										
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,000.00	0.00										
Week: 11/05/12	11/11/12	M-----	2	\$2,000.00	0.00										
N 5	WXYZ	10/09/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	5	\$4,000.00	P-2	0.00	NM	20	\$80,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTFSS	4	\$4,000.00	0.00										
Week: 10/15/12	10/21/12	MTWTFSS	5	\$4,000.00	0.00										
Week: 10/22/12	10/28/12	MTWTFSS	5	\$4,000.00	0.00										
Week: 10/29/12	11/04/12	MTWTFSS	5	\$4,000.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$4,000.00	0.00										
N 6	WXYZ	10/13/12	11/03/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00	NM	4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-----S-	1	\$900.00	0.00										
Week: 10/15/12	10/21/12	-----S-	1	\$900.00	0.00										
Week: 10/22/12	10/28/12	-----S-	1	\$900.00	0.00										
Week: 10/29/12	11/04/12	-----S-	1	\$900.00	0.00										
N 7	WXYZ	10/14/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-----S	1	\$900.00	0.00										
Week: 10/15/12	10/21/12	-----S	1	\$900.00	0.00										
Week: 10/22/12	10/28/12	-----S	1	\$900.00	0.00										
Week: 10/29/12	11/04/12	-----S	1	\$900.00	0.00										
N 8	WXYZ	10/14/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-----S	1	\$900.00	0.00										
Week: 10/15/12	10/21/12	-----S	1	\$900.00	0.00										
Week: 10/22/12	10/28/12	-----S	1	\$900.00	0.00										
Week: 10/29/12	11/04/12	-----S	2	\$900.00	0.00										

Totals

95 \$200,300.00